

Calgary's First Pay per Click Subsidy Program



Targeted traffic to your business products and services at 50% discounted rate – reserved for the exclusive Marketing clients of YellowPages.ca and CalgaryPlus.ca.

- No set-up fees
- No monthly minimum spend fees
- No management or reporting fees
- Just Pay Per Click – Sorry – Just pay 50% of the cost of a click

Why Pay Per Click in the Search Engines?

One of the 4 ways to drive targeted traffic to a business in Calgary is through Search Engines like Google.ca and Yahoo.ca. The other 3 ways are Local City Sites, Local Online Directories, like YellowPages.ca, and Wireless and Mobility.

As the only company in Calgary who can offer a business all 4 traffic driving methods, KS2 goes one step beyond and now offers a PPC program for even more targeted traffic at a rate at least 50% less than any other Internet Marketing companies in Calgary will offer.

What is the goal of this program?

The purpose of this program is results, which can be measured in 3 ways when they click on your text ad:

1. The prospect calls your business (picks up the phone)
2. The prospect stops by your retail location
3. The prospect learns more about your business at your corporate web site

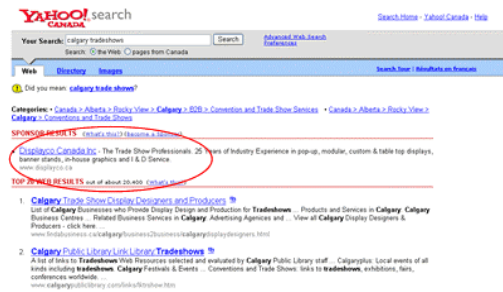
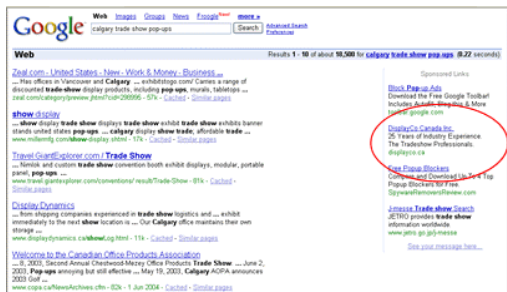
Which way your prospect contacts your business does not matter, the goal is simply more sales.

How the program works?

1. Your business decides to participate and you place an initial deposit of \$250 CDN + GST. KS2 credits \$167US for the deposit (Pay per clicks on Google and Yahoo are calculated in US funds) as well as adds another \$167US for your subsidy. Your business starts with \$334 US in your Pay Per Click account.
2. Select the keywords(s) you wish to use – all keywords must include ‘calgary’ as a search term
3. Select Google, Yahoo, or both networks
4. KS2 will set-up the ad program and the links on the network
5. Once per month you will receive a report indicating the number of clicks on your subsidy ads, the cost and how much is left in your account.

Where does my ad appear?

Your ad will appear on the front page on both the Google and Yahoo (Overture) network for the keywords that your business selects.

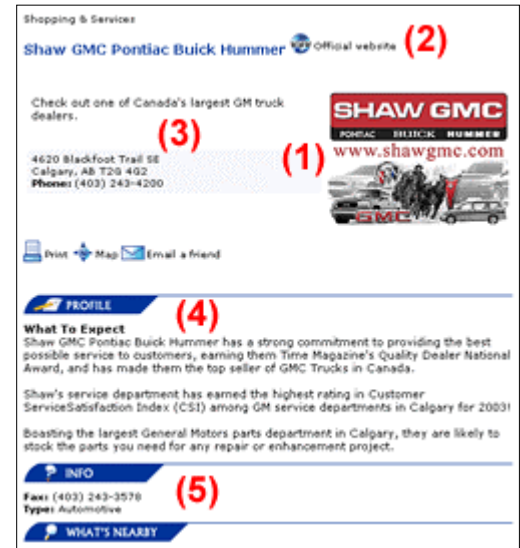


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Where does my PPC Subsidy Ad link too?

Your ad links to your business profile on CalgaryPlus.ca which features:

1. Your company logo/image
2. Link to your corporate web site
3. Headline and basic contact information (business, phone, address, dynamic map)
4. Introduction to your businesses products and services
5. Additional Information



Can my ad link directly to my corporate web site?

Under the PPC Subsidy program the link must go to your profile.

In some cases, all a prospective customer wants is your contact information, and the option is always available for them to link to your corporate web site if they wish.

American firms are using a two-click process to further qualify their pay-per-click traffic with great success. However, if the business profile intrigues your prospects enough to pick up the phone or visit you directly your business still gets what it wants – qualified leads to convert to sales.

What if I don't have a business profile on CalgaryPlus.ca or don't have a URL link in my current business profile?

In order to get a corporate URL link in your business profile on CalgaryPlus.ca, requires a marketing contract with KS2 Solutions Inc. The marketing package includes links on YellowPages.ca (Canada's most used online commercial directory), Canada411.ca, and CalgaryPlus.ca. The investment for our marketing packages is under \$2000 per year.

Why is this package reserved for KS2 marketing clients only?

KS2 clients understand the importance of a full Internet Marketing program that features Local City Sites, Local Online Commercial Directories, Search Engines and Wireless and Mobility. Our approach already places business in front of over ¼ million Calgarians per month who are in the market at any point in time for products and services.

The reason for the PPC Subsidy program is that by helping our clients target specific keywords in search engines we can extend their reach even further and generate more business for our clients.

Let Your Competition Pay Full Price per Click – Take Advantage of KS2's Offer to Reduce Your Cost Per Customer Acquisition Cost

Further Questions or Do You Want To Get Started?

If you are a new client – call KS2 Solutions Inc. at 403 228 1800 and we will be happy to answer any of your questions. If you are an existing client call your KS2 Account Manager to see if your business qualifies.